

Message Text

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PAGE 01 STATE 010554
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TO AMEMBASSY JAKARTA
AMEMBASSY TAIPEI
INFO AMEMBASSY BANGKOK
AMEMBASSY CANBERRA
AMEMBASSY KUALA LUMPUR
AMEMBASSY MANILA
AMEMBASSY PORT MORESBY
AMEMBASSY RANGOON
AMEMBASSY SEOUL
AMEMBASSY SINGAPORE
AMEMBASSY SUVA
AMEMBASSY TOKYO
AMEMBASSY WELLINGTON

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E.O. 11652:N/A

TAGS: BEXP, OCON, SN

SUBJECT: EAST ASIA COMMERCIAL OFFICERS CONFERENCE

1. AGENDA FOR SUBJECT CONFERENCE INCLUDES A PANEL OF THE
WHOLE ENTITLED ORGANIZATION AND MANAGEMENT OF A POST
ECONOMIC/COMMERCIAL SECTION. WHILE OTHER AGENDA ITEMS
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ARE DESIGNED FOR AND CAN BE HANDLED BY OFFICERS AT THE
COMMERCIAL ATTACHE LEVEL AND BELOW, BOTH STATE AND
COMMERCE FEEL THAT PRESENTATIONS ON THIS SUBJECT MUST BE
MADE BY SENIOR OFFICERS EXPERIENCED IN THE MANAGEMENT OF
A COMMERCIAL SECTION. E/C COUNSELORS BARDACH AND KYLE
ARE THEREFORE REQUESTED ATTEND SECOND DAY OF SUBJECT
CONFERENCE AS SPECIAL DELEGATES TO LEND THEIR PARTICULAR

EXPERTISE AND PROVEN RECORD OF PERFORMANCE TO THIS PANEL.

2. BARDACH AND KYLE ARE EACH REQUESTED TO MAKE PRESENTATION 10-12 MINUTES IN LENGTH. PRESENTATIONS SHOULD CONCENTRATE ON HOW TO PHYSICALLY ORGANIZE A COMMERCIAL SECTION AND EFFECTIVE MANAGEMENT TECHNIQUES THAT CAN BE EMPLOYED TO IMPROVE PERFORMANCE. SOME POINTS TO CONSIDER FOR PRESENTATION WOULD BE: (A) SHOULD A SECTION BE ORGANIZED ACCORDING TO ISSUES GEOGRAPHIC, ETC.? (B) IS THERE A CORRELATION BETWEEN THE ORGANIZATION PATTERN OF A COMMERCIAL SECTION AND THE

ABILITY OF A COMMERCIAL SECTION CHIEF AND SECTION PERSONNEL TO SPEND MORE TIME MAKING CALLS/CONTACTS IN THE FIELD? (C) HOW CAN LOCAL EMPLOYEES BE MOST EFFECTIVELY UTILIZED? (D) SHOULD THOUGHT BE GIVEN TO ESTABLISHING IN THE COMMERCIAL SECTION A MARKETING CENTER WHICH WOULD BE A CENTRAL FOCAL POINT, MANNED BY A HIGHLY TRAINED, BUSINESS-EDUCATED LOCAL WHO WOULD RECEIVE AND/OR SCREEN BUSINESS VISITORS, ASSIST THEM WHEN POSSIBLE AND WHEN NOT MAKE APPOINTMENTS FOR THEM WITH COMMERCIAL OFFICERS? (E) IS THE "SPRECHTAG" APPROACH USED EXTENSIVELY IN EUROPE AS A MEANS TO EXTEND POST COMMERCIAL SERVICES TO OUTLYING DISTRICTS FEASIBLE FOR EAST ASIAN POSTS?

3. IN THEIR CABLES SUGGESTING AGENDA ITEMS, POSTS HAVE RECOMMENDED THE FOLLOWING TOPICS BE COVERED WHICH STATE AND COMMERCE FEEL CAN BEST BE HANDLED IN THE CONTEXT OF THIS PANEL: (A) INTEGRATING OFFICERS IN CONSTITUENT UNCLASSIFIED

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POSTS INTO TRADE PROMOTION PLANNING AND EXECUTION; (B) USE OF CONTRACT SERVICES TO PERFORM COMMERCIAL WORK; (C) WAYS IN WHICH E/C SECTIONS' TRADE PROMOTION EFFORTS CAN BE REINFORCED BY OTHER SECTIONS OF FOREIGN SERVICE POSTS; (D) PROPER MANAGEMENT OF POST-INITIATED PROMOTIONAL ACTIVITIES.

4. BARDACH AND KYLE ARE REQUESTED TO CONFIRM TO STATE AND COMMERCE BY FRIDAY, JANUARY 21, 1977 THEIR WILLINGNESS TO ATTEND SECOND DAY OF CONFERENCE AND MAKE PRESENTATION DESCRIBED ABOVE. IF THESE ARRANGEMENTS ARE ACCEPTABLE SUGGEST BARDACH AND KYLE COORDINATE PRESENTATIONS TO AVOID DUPLICATION.
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Disposition Case Number: n/a
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